

Contest Department

AUG 1971

THE READER'S DIGEST ASSOCIATION
PLEASANTVILLE, NEW YORK 10570

DEAR MR. NELSON,

THE REUBEN H. DONNELLEY CORPORATION HAS JUST COMPLETED DRAWING WINNING NUMBERS FOR THE NEW READER'S DIGEST \$150,000.00 SUMMER SWEEPSTAKES IN WHICH ALL PRIZES WILL BE GIVEN AWAY.

THIS IS YOUR ADVANCE NOTIFICATION THAT SIX SWEEPSTAKES NUMBERS -- SIX CHANCES TO WIN \$2,000-A-MONTH FOR A YEAR PLUS ANY OF 32,310 PRIZES -- WILL BE ARRIVING AT YOUR HOME NEXT WEEK. NO ONE IN NEW YORK OR IN NEW YORK...OR ANYWHERE ELSE FOR THAT MATTER HAS THESE SIX NUMBERS; THEY ARE YOURS AND YOURS ALONE. REGISTERED EXCLUSIVELY FOR THEODOR H. NELSON.

Yes!
WATCH YOUR MAILBOX. YOUR SIX SWEEPSTAKES NUMBERS ARE ON THEIR WAY TO 458 W. 20 ST. RIGHT NOW.

THERE HAVE BEEN MORE THAN 431,000 WINNERS IN PREVIOUS SWEEPSTAKES -- 27,145 FROM NEW YORK ALONE. YET MANY PEOPLE WHO WOULD HAVE BEEN WINNERS WERE NOT -- BECAUSE THEY DIDN'T RETURN THEIR WINNING NUMBERS. THAT IS THE ONLY CONDITION! YOU MUST SEND BACK YOUR NUMBERS TO BE ELIGIBLE TO WIN ALL PRIZES. IF YOU DON'T, YOU CAN'T WIN. AND THAT IS WHY THE DIGEST HAS ASKED ME TO SEND YOU THIS ADVANCE NOTIFICATION -- TO STRESS THE IMPORTANCE OF TAKING A MINUTE TO RETURN YOUR SWEEPSTAKES NUMBERS* WHEN THEY ARRIVE NEXT WEEK, BECAUSE ALL PRIZES MUST BE AWARDED AND THERE WILL BE 32,310 WINNERS.

CAROLYN DAVIS

THE READER'S DIGEST ASSOCIATION

Contest Department
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PLEASANTVILLE, N.Y. 10570

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MAIL

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U.S. POSTAGE
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Reader's Digest

AUG 1971

THEODOR H. NELSON
458 W. 20 ST.
NEW YORK, N.Y. 10011

IMPORTANT

ADVANCE NOTIFICATION TO

THEODOR H. NELSON

WHO WILL RECEIVE NEXT WEEK
SIX OPPORTUNITIES TO WIN
\$2,000.00 A MONTH FOR A YEAR



READER'S DIGEST \$150,000.00 SWEEPSTAKES
PLEASANTVILLE, NEW YORK 10570

This is to certify that the following sum has been deposited in the
Chase Manhattan Bank as a guarantee that all prizes will
be awarded in the Reader's Digest Sweepstakes.

PAY
THE
SUM OF

\$150,000 DOL'S 00CTS

CHASE MANHATTAN BANK, NA
1 Chase Manhattan Plaza
New York, New York

Carolyn Davis

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OFFICIAL SWEEPSTAKES
BOOK ARRIVING NEXT WEEK
GIVING YOU 6 CHANCES TO WIN...
ALL PRIZES MUST BE GIVEN AWAY